

## ABSTRACT OF THE DISCLOSURE

A method for enhancing video or other multimedia in order to achieve a closer-to-movie theater viewing experience. The enhancement method can be applied to YUV or other video formats which are used for TV or digital media. The method  
5 provides a curve with at least one inflection point such that at least one region has a concave upward arc and another region has a concave downward arc. The improved curve provides relatively less contrast in relatively dark regions and relatively more contrast in relatively bright regions. By taking into account the visual sensitivity to various luminance levels, a neutral point is selected to be located at a relatively dark  
10 point. To the darker side of the neutral point, luminance is suppressed. To the brighter side of the neutral point, luminance is enhanced. This luminance-mapping curve is applied to the luminance (Y) signal so as to enhance both brightness and contrast.